



Center for Community Preparedness – Community Outreach

An increase in resources would allow for improved access to more communications outlets both traditional and non-traditional such as increased print media, marketing and branding materials to peak the public's interests, public service announcements and/or educational videos and the further building of partnerships to reach at-risk populations. At-risk populations include groups of individuals to which healthcare and information is not readily accessible such as the tribal, elderly, homeless, non-English speaking, functionally illiterate, deaf and blind etc. With these various systems to support the outreach efforts of OPH Regional Community Preparedness and Outreach Coordinators and Regional Emergency Preparedness teams this would allow for a broader reach to the public at any given time.

A decrease in funding would affect the capabilities and resources available to carry out community outreach activities and programs which ultimately affect the effectiveness of emergency preparedness planning and implementation. The key to the success of emergency preparedness programs is the knowledge of public and key partners regarding public health threats and personal and community preparedness plans. Lack of access and reach to educate and support the public would be detrimental to community resiliency, preparedness levels, as well as the health and well-being to the citizens of our State. This would result in increases in morbidity and mortality ultimately resulting in the loss of life. The public's and community partner's knowledge of emergency preparedness plans is the foundation for the self-preservation and our existing partnerships for response activities allow for the leveraging of resources to carry out emergency response activities for the protection of the public.

Performance Indicators

- Public Health Emergency Preparedness Cooperative Agreement
- Hurricane Gustav Response
- Hurricane Ike Response
- H1N1 (Swine Flu) Response
- Community Preparedness Response Network
- Operation Prepare
- Partnerships and Collaborative Planning

Objective

1. Promote personal emergency preparedness planning and readiness for citizens/families
2. Assess and create/increase awareness levels and educational needs of the citizens of the State of Louisiana
3. Increase community partners and collaborative relationships with local community-based organizations/groups/businesses and other State agencies for assistance in emergency response activities and volunteers to assist in an emergency/disaster events

Narrative

The statewide Community Outreach Program is a comprehensive program that addresses and supports multiple interrelated emergency preparedness programs under the CDC Public Health Emergency Response Cooperative Agreement, Homeland Security Presidential Directive-21 and Pandemic and All Hazards Preparedness Act, the Louisiana Health Emergency Powers Act, and the Louisiana Emergency Operations plan. Community Outreach supports education and outreach related to the Strategic National Stockpile/Cities Readiness Initiative, Point of Dispensing Site planning, Pandemic Influenza, Biological terrorism, CHEMPACK/Chemical terrorism, and Radiological/Nuclear incidents while supporting the mission of the Department of Health and Hospitals is to protect and promote health and to ensure access to medical, preventive, and rehabilitative services for all citizens of the State of Louisiana. The Community Outreach program provides coordination and linkages of all community interactions for all programs within the Center for Community Preparedness. The program also builds on the Center for Community Preparedness Strategic Plan which supports the DHH mission and visions as it provides direction and insight regarding the public need.

The Community Outreach program's responsibility is to promote education programs to meet the needs of the community. The program promotes personal emergency preparedness planning and readiness for citizens/families and fosters partnerships with community-based organizations, faith based organizations, minority groups, educational/ academic facilities, groups and businesses for recruitment of community volunteers to assist in an emergency/disaster event.

The community outreach staff makes presentations in and throughout the community, distributes resource materials, and participates in community activities within the schools, communities and businesses. The community Outreach program establishes a network of resources throughout the State through the dissemination of preparedness and prevention materials and the facilitation of meetings and summits, the coordination, development and growth of partnerships at the State and local level; and the educating of the community about the mission of the Office of Public Health.

Better Health

The State outcome goals assigned to this activity are health, education, hurricane protection and emergency preparedness, public safety and social services.

The Community Outreach program services the nearly 5 million people that reside throughout the State of Louisiana. The communities of Louisiana are comprised of racially and culturally diverse, tribal, elderly, homeless, non-English speaking, functionally illiterate, and deaf and blind communities. Outreach materials and activities are tailored to meet the needs of specific communities in promoting personal and community emergency preparedness. This is accomplished through strong partnerships and collaborations with other State Agencies and community organizations such as Catholic Community Services, Louisiana Bureau of Minority Health Access and Promotions/Indian Affairs, Lions Club International, Louisiana Spirit, and Families Helping Families of Greater Baton Rouge to facilitate public education and preparedness. This program does and will continue to engage stakeholders, those who are actively involved and those we seek to become more involved.

We are proud the 10/10 ranking of our Department of Health and Hospitals Emergency Preparedness Program according to the Trust for America Report

At the heart of our approach is an understanding that a prepared community means more than just the development of written plans. Changing the emphasis of emergency preparedness from response to pre-event preparedness and prevention through education and training and drills and exercises are our core strategies to positively impact the health and preparedness of our community. In any given week, the community outreach staff is actively involved in outreach activities for the public and community partners.

Partnerships include:

- Bureau of Minority Health Access
- Bureau of Primary Care and Rural Health
- Home Care Association of Louisiana
- Greater New Orleans Interfaith Sponsoring Committee
- Louisiana Association of Business and Industry
- Louisiana Board of Regents
- Louisiana Coroners Association
- Louisiana Department of Education
- Louisiana Department of Social Services
- Governor's Office of Elderly Affairs
- Governor's Office of Indian Affairs
- Louisiana Nursing Home Association

- Louisiana Rural Health Association
- LSU Healthcare Services Division
- Chahta Indian Tribe
- Governor's Office Of Homeland Security and Emergency Preparedness
- Parish Offices Of Homeland Security
- Louisiana Hospital Association
- Department of Education
- Department of Social Services
- Department of Wildlife and Fisheries
- Department of Agriculture and Forestry
- Department of Economic Development
- Louisiana State Library
- Coroner's Association
- DHH/Bureau of Minority Health Access
- Mental/Behavioral Health
- Elderly Affairs
- Governor's Office of Indian Affairs
- Louisiana Chemical Association
- University of Louisiana at Monroe
- State of Louisiana Human Resources Group
- Louisiana Primary Care Association
- Louisiana Association of Business and Industry
- Louisiana Economic Development
- Media Outlets
- Faith-based organizations
- Rural Health
- Area Health Education Centers
- LSU Health Sciences Center
- Poison Control Centers
- Louisiana State Library
- Entergy
- CLECO

- Board Of Regents
- Volunteer Organizations
- Southern University Agriculture and Extension Office
- Louisiana Nursing Home Association
- University of North Carolina Center for Public Health Preparedness

One of the goals is to build consensus throughout the State. In order to do so, we must build on a common understanding of the Center's purpose and objectives, programs, and program deliverables so that each and every person and/or entity understands the important role they play.

Preparedness education is mandated by the Centers for Disease Control Public Health Emergency Preparedness Cooperative Agreement and the nine CDC Preparedness goals.

An evaluation of hurricane preparedness of Louisiana residents conducted June 18-July 10, 2007 by the Harvard School of Public Health Project on the Public and Biological Security identifies the need for community outreach and organizing for an all hazards emergency plan. The evaluation revealed that seventeen percent of Louisiana residents will not evacuate in a hurricane. Among the seventeen percent who said they would stay in the area during a hurricane, sixty two percent of Louisiana residents will not evacuate because they feel their home was well built and they will be safe at home. Fifty three percent will not evacuate because they think the roads will be too crowded. Twenty eight percent think evacuating would be dangerous. The percentage saying they have not made the following preparations for hurricanes include: 57% of families have not agreed on a place to meet; 43% of families have not lined up help needed to evacuate; 42% do not have a three week supply of prescription drugs; 32% of Louisiana residents do not know if their home is in an evacuation zone. The results of the evaluation demonstrate the need for community outreach and education on emergency preparedness. It is presumed that findings of the evaluation were dependent on the culture, beliefs and attitudes of surveyed Louisiana residents.

The following publications and brochures have been developed and disseminated for Emergency Preparedness Planning and Community Outreach Efforts:

- How Can you be Prepared for a Flu Pandemic Handbook
 - 1.6 million copies shipped on June 18 to residences throughout the State
 - Audio and Braille Versions Available through State Library System
- Family Readiness Guides
 - Available online
- Get Ready, Stay Healthy!
 - Pan Flu Brochure
 - Counter Cards
- Need to Know Mini Guide to Preparedness

- Need to Know Mini Guide to Public Health Threats
- Need to Know Mini Guide to flu and Pandemic flu
- Everybody Ready Brochure
- Point of Dispensing Site Brochure
- Your Safety and Your Health in Louisiana
- Safety Bee Coloring Book
- Occupational/Residential Point of Dispensing Site Brochure
- Point of Dispensing Planning Guidance for Community Partners

All of the above literature is disseminated throughout the year via health fairs, community partner meetings and summits, Parish Health Units, OPH Regional Offices, and conferences and trainings. These materials are also collated and included in an information packet that is designed specifically for the dissemination to at-risk populations through the annually implemented Operation Prepare Field Deployment Exercise.

Operation Prepare is a field deployment exercise that serves to improve the health and well-being of vulnerable communities throughout the State and test the agency's capacity to deploy field assets during a disaster. Operation Prepare is a cooperative endeavor between the Louisiana Department of Health and Hospitals - Office of Public Health – Center for Community Preparedness, OPH Regional Offices and dozens of agencies, businesses, churches and other community partners. In addition to exercising the Agency's ability to conduct field deployment operations, the exercise contains a community outreach component. Operation Prepare is designed to encourage individuals within our underserved communities within the State of Louisiana to develop emergency preparedness plans. Through the use of the field deployment exercise, Louisiana is able to provide communities with public health literature/guidance via a door-to-door campaign or some other method of distribution in an effort to enhance community awareness and foster public health-prevention. Community specific materials such as hurricane evacuation tip sheets and maps are distributed as well. During the campaign the agency ceases the opportunity to survey community residents regarding personal/family preparedness and evacuation plans. Information obtained from the survey is used to identify and address gaps in service. As this was designed as an annual event the agency also administer surveys to previous communities that were visited to follow-up and assess the impact of the previous year's exercise and outreach activities.

Operation Prepare Snap Shot

Operation Prepare targeted residents in all nine Office of Public Health Regions. In 2007:

- 5,230 total Emergency Preparedness Information Packets Distributed in Regions I, II, III, and V
- 1,241 total surveys conducted in Regions I, II, and III.
- 67 total Immunizations given in Regions I and III
- 156 total blood pressure checks in Regions I and III

- 35 total Glucose checks in Region III
- 60 total Mental Health consultations in Regions I and III

The community outreach also services the Strategic National Stockpile/Cities Readiness Initiative/Point of Dispensing Site Programs which are evaluated annually by the federal government—

- The State of Louisiana has a Point of Dispensing Site network that includes over 400 possible site for the dispensing of medication
- The OPH/CCP plans directly with 18 Parish Offices of Homeland Security and Emergency Preparedness throughout 4 public health regions for the development of 48 hour and alternate dispensing plans through the CRI program
- OPH/CCP in collaboration with Parish OHSEPs and community partners have implemented
 - 27 Point of Dispensing Site Staff Call Down Drill (benchmark)
 - 22 Point of Dispensing Site Call Down Drills (benchmark)
 - 22 Point of Dispensing Site Set Up Drills (benchmark)
 - 4 CRI Point of Dispensing Site Functional Exercises to test pill throughput (benchmark)
- 2009 Strategic National Stockpile Score – 100%

The community outreach also services the Pandemic Flu Program which was evaluated by the federal government –

- Scored 99% on Pan Flu Operational Plan